

ICEF hosts its largest ICEF Japan-Korea Agent Roadshow in history

The ICEF Japan-Korea Agent Roadshow 2019 was the largest in ICEF history to date, with 292 participants from 15 countries. The event took place from February 25-27, 2019 in Tokyo and Seoul.

During the roadshow educators conducted a total of 1 246 in-person business meetings with Japanese and Korean agents. Sherelyn Hallam, the International College Manager of Strategix International College, Australia, said, "I have attended many ICEF events and yet again, the ICEF Japan-Korea Agent Roadshow has exceeded my expectations. It is extremely well organised, with high-quality agents, and my meeting schedule was bursting at the seams."

This year 69 educators from 12 countries attended with a particularly strong presence from the USA, Canada, the United Kingdom, Australia, and Malaysia. Takashi Fujita, the Managing Director at Kyoiku Bunka Network Japan Ltd., said, "I'm grateful to this event because we had a lot of meetings with good institutions from around the world."

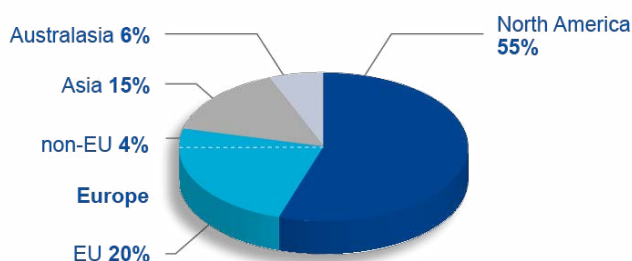
The event also welcomed service providers from 10 organisations, of which 13% were first time participants.



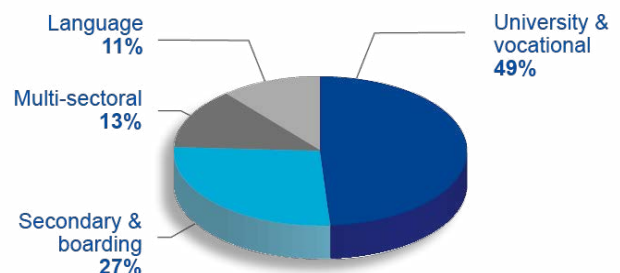
A business meeting underway in Tokyo

The ICEF Japan-Korea Agent Roadshow has only been operating for seven years; however, ICEF has been hosting agent networking events in Japan since 1999. This year, agent participation in Japan increased by 20% with 109 Japanese agents attending. 16% were first-time participants at an ICEF event.

Educator Demographics



Educator Profile





The roadshow also hosted 96 agents from South Korea, of which 8% were first-time attendees. “The ICEF Japan-Korea Roadshow is very helpful. I met many educators, and I hope to attend other ICEF events in the future,” Sangkee (John) Kim, Director of Yuhak Planner South Korea explained.

The first part of the roadshow was held at the Keio Plaza Hotel in Tokyo and the second portion at the Lotte Hotel in Seoul. ICEF CEO, Markus Badde, travelled to both cities. While addressing attendees during the dinner receptions, he said, “I am happy to say that this is the largest ICEF Japan-Korea Agent Roadshow during its seven years of existence. We are very grateful to our clients and local associations for their ongoing support.” Mr. Badde thanked all participants and expressed specific gratitude to the Korea Overseas Studies Association (KOSA), the Japan Association of Overseas Studies (JAOS), the Council of International Education & Language Travel, Japan (CIEL), and Ryugaku Kyokai, for their ongoing support.

The next ICEF Japan-Korea Agent Roadshow will be held from February 25 to 27, 2020, at the Keio Plaza Hotel in Tokyo and the Lotte Hotel in Seoul. Visit <https://icef.com/japkor> for more information.



The meeting hall at the Keio Plaza Hotel in Tokyo



A business meeting in progress in Seoul



Participants exchanging business cards in Tokyo



Participants enjoy a networking lunch in Seoul